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**Date:** 6/9/2011

**GAIN Report Number:** TW11012

## Taiwan

**Post:** Taipei ATO

### 2011 Foodex Show Trip Report

**Report Categories:**

CSSF Activity Evaluation

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**Report Highlights:**

ATO Taipei recruited a 70-member buyer delegation to visit the 2011 Foodex Show in Tokyo, Japan. The delegation members represented many of Taiwan's important food importers, retailers, and food processors. ATOs Taipei and Tokyo arranged one-on-one meetings, at the American Pavilion, for U.S. exhibitors and Taiwan buyers during "Taiwan Days," from March 2-3. These match-making meetings generated significant interest in U.S. products amongst the Taiwan delegation members. As a result of this trip, the Taiwan buyers reported potential product purchases of approximately US\$5 million over the next 12 months.

## General Information

### Activity Code and Name

#404001 - Taiwan Buyer Delegation to 2011 Tokyo Foodex Show

### Beginning/Ending Dates

March 1-3, 2011

### City/Country

Tokyo/Japan

## Itinerary and Contacts

March 1 Taipei → Tokyo

March 2-3 One-on-one meetings in the American Pavilion, Foodex Tokyo

March 3 Tokyo → Taipei

ATO Taipei staff accompanied the Taiwan delegation to visit the American Pavilion at the 2011 Foodex Show, held in Tokyo, Japan. The two-day program that focused on the Taiwan delegation was entitled "Taiwan Days." This program was designed to connect U.S. exhibitors and Taiwan buyers. ATO Taipei worked with ATO Tokyo to develop match-making one-on-one meetings during the Taiwan Days. ATO Taipei marketing specialist and a volunteer helper from Tokyo helped man the meetings and interviewed U.S. exhibitors in order to promote ATO Taipei's services in the American Pavilion.



Taiwan buyers met with U.S. exhibitors in the American Pavilion, Foodex Show 2011

## Results and Outcomes

Taiwan participants were pleased with the one-on-one meetings. Some of the Taiwan buyers reported the following probable sales over the next 12 months, as a result of this trip:

PX Mart - Van Groningen & Sons Inc; Michigan Agr. Ind (fresh watermelon US\$100,000-150,000; cherries US\$150,000)

PX Mart Supermarket (the former commissary chain) currently has become Taiwan's largest supermarket chain with nearly 600 stores in Taiwan. Of the 600 stores, 270 stores carry fresh produce besides dried goods. PX Mart is focusing on expanding fresh produce to more stores. Although discussions between the two sides is still under way, PX Mart tentatively confirmed initial purchases of watermelon from Van Groningen & Sons Inc. (US\$100,00-150,000) and cherries from Michigan Agr Ind. (US\$150,000) for the upcoming summer season.

Luxe Enterprise Ltd. - Allied International (wheat flour - US\$5 million)

Luxe is one of Taiwan's leading home-meal-replacement producers. They currently supply 7-Eleven (5,000 outlets island-wide) and many supermarket stores in Taiwan. Luxe reported their interest in Allied International that supplies wheat flour. The Luxe representative reported that they have received product information and their R&D Division is evaluating the possibility of accepting the products. Luxe currently buys flour from local wheat flour millers and has been seeking suppliers from foreign sources.

Danny & Company Co., Ltd. - Smart Beverages (smoked fish - US\$10,000 trial order)

A food importer/western restaurant operator, Danny & Company is also interested in the following companies/products

- Nature's Sungrown Foods Inc. (organic beef)
- Sakai Foods America, Inc. (beef)

Ken & Kuma - American Trading International (juice bar US\$10,000 trial order)

Established 32 years ago, Ken & Kuma is a local supermarket chain in Taipei and an active importer of food and house wares. Besides ATI (juice bars), they are also interested in the following companies/products:

- Nature's Sungrown Foods Inc. (organic dried fruits)
- American Trading International (sauces)
- Mission Food (corn chips)

IUT International Trade Co., Ltd.

An active food importer (candy & chocolate; snack foods; beverages; wines mainly from EU), IUT is very interested in the following companies & products.

- American Trade International (marshmallow)
- OneWorld Sales & Marketing, LLC (Christmas seasonal candies & chocolates)
- Allied International (candy tins)

## Foodex Show Participation

Taiwan's delegation to the 2011 Foodex Show consisted of 70 food importers, retailers, and food processors. The buyer delegation included many important local food companies, such as PX Mart Supermarket Chain (around 600 stores island-wide), Great Wall Group (a leading food & agricultural processor/importer/food service operator), Luxe Enterprises (a well-known food processor), and Breeze Center (a high-end shopping mall/supermarket). Below is the participant/product focus list which includes the Taiwan buyers who participated in the one-one-one meetings in the American Pavilion during the Foodex Show:

Taiwan Buyers	Co. Name	Co. Type	Major Import Items	Products of Interest
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Importer (I); Agent (A); Exporter (E); Manufacturer (M); Retailer (R);Distributor (D); Food Services (F)				
Ho, Yi-ting (Jessie) Deputy President	I.U.T. International Trade Co., Ltd.	(I), (A)	Candies; biscuits; chocolates; dried fruits; organic wines; maple syrup; Italian sauces; truffle butter; pre-mixes; organic olive oil, etc., mainly from EU, US, and Canada	Retail packs - Natural/organic pasta sauces; nuts (almond, walnuts, pistachio); dried fruits (apples; blueberries, raisins)
CHEN, Cheryl Assistant, International Div	I.U.T. International Trade Co., Ltd.	(I), (A)	Candies; biscuits; chocolates; dried fruits; organic wines; maple syrup; Italian sauces; truffle butter; pre-mixes; organic olive oil, etc., mainly from EU, US, and Canada	Retail packs - Natural/organic pasta sauces; nuts (almond, walnuts, pistachio); dried fruits (apples; blueberries, raisins)
Lu, Chin-Yuan Deputy General Manager	Selectrons Co. Ltd.	(I)	Cereal (UK), Biscuits (Italy, Indonesia), Jam(Italy), Chocolate Spreads(Holland), Cooking oil(France), Instant Noodles (Japan, Hong Kong, Thailand), Pudding Dessert (Malaysia, Singapore)	Dried fruits- blueberry; fig
LIU, Ying-Yuan, Sales Manager	Selectrons Co. Ltd.	(I)	Cereal (UK), Biscuits (Italy, Indonesia), Jam(Italy), Chocolate Spreads(Holland), Cooking oil(France), Instant Noodles (Japan, Hong Kong, Thailand), Pudding Dessert (Malaysia, Singapore)	Dried fruits- blueberry; fig
Hsu, Tin-Chen, Deputy President	Chien Cheng Trading Co., Ltd.	(I)	Seasoning; flavoring; food chemicals; extracts	Dairy, flavoring; health supplement
Yen Lin	Chien Cheng Trading Co., Ltd.	(I)	Seasoning; flavoring; food chemicals; extracts	Dairy, flavoring; health supplement

LIU, Wei-Sheng, Purchasing & Plant Manager	Great Wall Group	(M)	Chicken meat processor	Chicken meat
CHANG, Chih-Pin, Sales Division Chief	Great Wall Group	(M)	Chicken meat processor	Chicken meat
Kenneth Lu, Assistant General Manager	Akebono Formosa Corp	(I) (A)	Grains / Flour; Instant Dry Yeast; Food Grade Additives; Olive oil; Vinegar; Spices & Herbs; Cheese; American-Mexican Sauces; Pre- mixes	Dried fruits; Blueberry; Fig
John Hsin, President	Yii Tong Trading Corp	(I)	Maraschino cherries; almonds; walnuts; canned seafood	Dried fruits; canned foods; nuts
CHANG, Lee-Te, Sales Rep.	Yii Tong Trading Corp	(I)	Maraschino cherries; almonds; walnuts; canned seafood	Dried fruits; canned foods; nuts
KUO, Ken, Assistant Manager	Luxe Enterprises Ltd.	(M) (I)	Manufacturer of frozen/chilled/dry noodles; frozen prepared foods	Wheat flour; food additives; and other food ingredients
Sandy Wu, Manager	Luxe Enterprises Ltd.	(M) (I)	Manufacturer of frozen/chilled/dry noodles; frozen prepared foods	Wheat flour; food additives; and other food ingredients
CHU, Ming-Lu, President	Mousse Trading co., Ltd.	(I), (A)	Biscuits; chocolates; candies; snack foods; ice cream	Biscuits; chocolates; candies; snack foods; nuts
KUNG, Pei-Feng	Mousse Trading co., Ltd.	(I), (A)	Biscuits; chocolates; candies; snack foods, ice cream	Biscuits; chocolates; candies; snack foods; nuts
CHU, Chen-Yuan	Mousse Trading co., Ltd.	(I), (A)	Biscuits; chocolates; candies; snack foods, ice cream	Biscuits; chocolates; candies; snack foods; nuts
LIN, Shao-Hwei	Mousse Trading co., Ltd.	(I), (A)	Biscuits; chocolates; candies; snack foods	Biscuits; chocolates; candies; snack foods; nuts

CHENG DA-JEN, Manager, International Trade Dept.	KUO YUAN YE FOODS CO., LTD		Food Processor/Importer	Salty butter; AMF Creamer; Milk powder
Masafumi Nishikawa, Senior Manager, Supermarket Department	Breeze Center	(I) (R)	Imports through local importers	Agricultural products; cheese
Patrick LIN, Specialist Assistant to Chairman	PXMart Supermarket Chain	(I) (R)	Supermarket Chain (600 stores)	Beef; fresh produce
Ken CHU, Specialist Assistant to General Manager	PXMart Supermarket Chain	(I) (R)	Supermarket Chain (600 stores)	Beef; fresh produce
Alan HWANG, Specialist, Fresh Dept	PXMart Supermarket Chain	(I) (R)	Supermarket Chain (600 stores)	Beef; fresh produce
SHYANG, Katie, Trading Specialist	Ken & Kuma Co., Ltd.	(I) (R) (A) (F)	Snack foods; confectionery	Snack foods; confectionery
FANG, Jay, Trading specialist	Ken & Kuma Co., Ltd.	(I) (R) (A) (F)	Snack foods; confectionery	Snack foods; confectionery
Ray YEN, Manager	Danny & Company Co., Ltd.	(I) (F)	Food ingredients	Food ingredients

## Recommendations/Follow-up Evaluations

ATO Taipei conducted follow-up interviews with the Taiwan participants in March and April 2011. This is the first time that ATO Taipei organized a buyer mission to visit a regional show. The Taiwan buyers who participated in the one-on-one meetings in the American Pavilion were pleased with the services that ATO Taipei extended to them during the Foodex Show. These match making one-on-one meetings were organized by ATO Taipei in cooperation with ATO Tokyo before the opening of the show. The Taiwan buyers felt the buyer mission was an efficient tool to meet U.S. suppliers. This program had a great impact on increasing U.S. trade opportunities in the region.

ATO Taipei feels that buyer' missions are an efficient tool to create trade opportunities for U.S. exporters. Therefore, we will continue to work with the following local trade associations to recruit importer/buyer delegations for future regional and U.S. trade shows:

Importer & Exporter Association of Taipei/Taichung/Kaohsiung  
Taiwan Chain Store & Franchise Association

Food Association of Taiwan  
Taipei Supermarket Association  
Taiwan Food Manufacturer Association (GMP, CAS)

**Costs/Revenue**

Activity Name	Cost	Source
Taiwan Buyer Delegation to 2011 Foodex Show Tokyo	\$1,839.90	CSSF FY2011 Activity Code: #404001